



And now it's KRUMBLES—the new Kellogg breakfast food—the first Wheat breakfast food with a real wake-up-and-hustle-down-to-breakfast taste.

The whole of the Wheat—cooked, "krumbled" and delicately toasted. All the body-building food value of the wheat, the protein, the phosphates and mineral salts so necessary for growing children—plus a flavor that is always new.

For thousands of years, wheat has been hiding this KRUMBLES flavor.

Look for this Signature—

W.K. Kellogg

10 cents, in the Kellogg WAXTITE package, which keeps the fresh, good flavor in—and all other flavors out.

SOME GOOD THINGS

Interesting Facts for Advertisers and Their Customers from a Leading Trade Journal

The Omaha Trade Exhibit is one of the leading western trade journals. Each week it contains many things of interest not only to the retail merchants but to the general public. The issue of June 19 contained several articles that art of interest to retail advertisers and to purchasers. Some of these articles are quoted below:

Favors Full Publicity
There has been an epidemic of typhoid fever at Centray City, and the commercial club comes out with a public announcement favoring the full and complete publicity of all cases, or the sources, causes and extent of the disease.

Trade Exhibit wants to give hearty approval to that idea. We believe it to be the right and sensible course.

There always have been and always will be business men of every town, often among them the most loyal and enthusiastic boosters, too, who will advocate the theory that the less said the better, and who believe that the business and standing of a city will be hurt by letting the impression get abroad that there is an epidemic of disease.

Ammunition Prices Advance
Those who hunt in western Nebraska will be interested in knowing that ammunition has advanced in price, according to the following article:

An advance in the price of all sorts of ammunition has been announced. Omaha dealers say that it will amount to between 10 and 15 cents retail in Omaha.

Shotgun shells, which formerly cost \$13 a case, will now cost \$14. Ammunition for use on the traps is 5 cents more a box.

The dealers say this is due to an increase in the cost of manufacture, aggravated by the European war. The cost of copper, brass, paper and other things which enter into the manufacture of shells has increased materially, they say.

Regarding Durum Wheat
One day this week the World-Herald published an editorial on Durum wheat, showing that it is only about thirty years in this country and telling of its many merits, especially for this section. It was also shown that the use of macaroni has greatly increased with Americans, and whereas nearly all of this used to be imported from Italy, most of it used here is now made in America.

Durum wheat is used in making macaroni and similar goods, but it has further uses which are no where exploited. Some people do not know that the largest factory in America making macaroni is located in Omaha. There is food for thought in the development of this industry, along the lines of co-operation between agricultural, manufacturing and other business interests.

Two Sides to a Question
Last week Trade Exhibit published an advertisement for the United Profit Sharing Coupons, but that does not mean that Trade Exhibit has changed its opinion of the ultimate value of those coupons, or other similar schemes for the retailer. We are merely allowing the other fellow to state his side of the case.

Mail Order Advertisements
One of our correspondents has suggested that it is possible for every local retailer to cash in on the demand for certain goods created by the mail order houses and other national advertisers. By reading advertisements people come to want things that they would never know about in any other way, and it is easier to supply such a demand than to build a demand for unknown goods.

Mallory Grocery Advertiser
There is a mail order house in Omaha selling groceries, according to an advertisement for the Mallory Grocery Co. of Alliance.

In this advertisement is the following wording:
"We have been handed a catalog put out by an Omaha mail concern purporting to contain extraordinary bargains in groceries.

"There is not an offer listed therein which we will not duplicate in price and quality. In some cases their Omaha prices are above our Alliance prices.

"Bring your catalog in and compare prices with us.
"Mallory Grocery Co."

"That is the way to go after the mail order competitor. It is right and legitimate and it is also business.

There is always a subtle inference on the part of such a catalog that the prices charged by the local retailers are too high, that it is because the

QUIT MEAT IF YOUR KIDNEYS ACT BADLY

Take tablespoonful of Salts if Back Hurts or Bladder bothers—Drink lots of water.

We are a nation of meat eaters and our blood is filled with uric acid, says a well-known authority, who warns us to be constantly on guard against kidney trouble.

The kidneys do their utmost to free the blood of this irritating acid, but become weak from the overwork; they get sluggish; the eliminative tissues clog and thus the waste is retained in the blood to poison the entire system.

When your kidneys ache and feel like lumps of lead, and you have stinging pains in the back or the urine is cloudy, full of sediment, or the bladder is irritable, obliging you to seek relief during the night; when you have severe headaches, nervous and dizzy spells, sleeplessness, acid stomach or rheumatism in bad weather, get from your pharmacist about four ounces of Jad Salts; take a tablespoonful in a glass of water before breakfast each morning and in a few days your kidneys will act fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to flush and stimulate clogged kidneys, to neutralize the acids in urine so it is no longer a source of irritation, thus ending urinary and bladder disorders.

Jad Salts is inexpensive and cannot injure; makes a delightful effervescent lithia-water drink, and nobody can make a mistake by taking a little occasionally to keep the kidneys clean and active.

reader has not had an opportunity before to get the right prices that he or she ever thinks of trading with the home merchant.

Therefore, it is good business to come out with such an open defy of the catalog as is done in this instance.

Supporting Your Paper
One of the exchanges that comes to this office is an eight-page, all home print newspaper published in a good sized Iowa town. That paper is full of local news. It is better than the average newspaper that comes to Trade Exhibit. Yet that paper carried not one ad for a retail merchant of its home town, if we except a small ad for a hardware man and a lumber yard.

In the paper were many ads. Some were for the banks, for the moving picture theatres, for automobiles, for patent medicines, for railroads, etc., and there were some good ads for retail merchants, too, but they were merchants located in a nearby larger city.

That is not a good condition. It shows there is something wrong. No matter who is right, whether it is the newspaper or the local merchants we are sure that the local merchants are being hurt worse than the owner of the paper. The paper is getting enough outside ads to pay, and no matter how unpopular a paper is the advertising it carries is bound to have some weight.

There is an instance to prove to any local retailer that he is not giving charity to his local editor when he carries a good ad in the paper. A merchant may feel that he can do other kinds of advertising and that he can get along just as well without using his local paper; but he can't. It is always unfortunate for a town to have such a situation, and the sooner it is remedied the better it will be for all interests.

A CONFIRMED STATEMENT
Evidence That Alliance Readers Will Appreciate
Doan's Kidney Pills have done splendid work in this locality. Have merited the unstinted praise they have received.

Here's evidence of their value that none can doubt.
It's testimony from this locality twice-told and well confirmed.

Such endorsements are unique in the annals of medicine.
Should convince the most skeptical Alliance reader.

George Busick, Gordon, Nebr., says: "I had a great deal of trouble from irregular passages of the kidney secretions and I also suffered from attacks of lumbago. Often the pain and lameness in my back was so acute that I was unable to stoop or do any kind of work. Doan's Kidney Pills cured me in a short time and the cure has lasted. I am glad to confirm the endorsement one of my family gave Doan's Kidney Pills in my behalf some time ago."

Price 50c at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Busick had. Foster-Milburn Co. Props., Buffalo, N. Y.

KENNEDY-WHITAKER
The home of Mr. and Mrs. L. M. Kennedy was the scene of a quiet wedding Wednesday, June 23, when their youngest daughter, Annie Lucille, became the bride of Edwin J. Whitaker, Rev. Olin S. Baker performing the ceremony.

The bride has for a number of years been one of the county's most efficient school teachers, and her friends are numbered by her acquaintances. She has a lovely disposition, is accomplished and will be an efficient life partner for Mr. Whitaker.

The groom is a stranger to Alliance people, but he bears an enviable reputation as a steady, substantial business man in his home town, Sterling, Colo., near where he owns several hundred acres of good land. The couple departed on the noon train Wednesday for Sterling and will make their future home on one of the groom's ranches.

Very Heavy Rain
A hot morning Wednesday, when the thermometer ran up to 88 degrees in the shade, was followed Wednesday afternoon and evening with heavy showers which were general over this part of the state. The total precipitation in Alliance was 1.35 inches.

What Will YOU Do At 50?



Have you ever thought what will become of you when your earning capacity is waning?

At 50 will you still be working for a low wage or enjoying a good income?

That depends upon what you are doing NOW to secure the training that will steadily advance you in position and salary during the coming years. Only training will put you in the income class.

To learn how you can receive this training without giving up your present occupation, let the International Correspondence Schools advise you. All you have to do is to mark the coupon as directed and mail it today. There is no charge for this advice. No matter who you are or what your present occupation is, the I. C. S. has a way of helping you. It is an institution of experts—experts in helping poorly paid men succeed. Only your spare time in your own home is required. You do not lose an hour of work or a dollar of pay. This coupon is the greatest opportunity in the world for you to secure a happy, prosperous, and successful life, for it is an opportunity offered by an institution backed with a capital of six million dollars, whose sole business for 22 years has been to provide ambitious men and women with salary raising training.

Don't neglect practical opportunities for promotion. Mark and mail the coupon NOW.

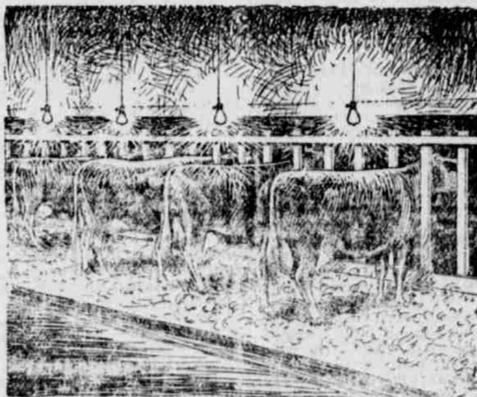
International Correspondence Schools
Box 533, Scranton, Pa.

Texas explains, without further obligation on my part, I will take the course for the purpose stated, and will pay for it as I am able.

Automobile Repairing
 Poultry Farming
 Bookkeeping
 Stenography
 Advertising Man
 Show-Card Writing
 Window Trimming
 Commercial Illustration
 Chemistry
 Bookbinding
 Civil Service

Electrical Engineering
 Mechanical Drafting
 Mechanical Electrician
 Telephone Expert
 Stationary Engineer
 Civil Engineer
 Building Construction
 Architectural Drafting
 Arithmetic
 Concrete Construction
 Plumbing-Steep Entry

Name _____
 St. & No. _____
 City _____ State _____



Just Press the Button

and have light for your hog house, barn, garage, house and yard; power for your washing machine and electric fan; heat for your electric iron. Enjoy on the farm all the comforts of city life.

The Alamo Electric Farm Light Plant

makes it possible for every farmer to have electricity. The price of the standard plant is only \$255.00. The cost of operation is very moderate, as many Nebraska users testify in writing.

The Alamo—improved result of eight years' successful manufacture—is the ideal farm plant, simplest, safest and best. Takes up but little space. Easily installed; ready for operation when taken out of the crate.

Write today for literature telling all about the Alamo and the cost of various sized plants, with and without the engine. We will tell you who the dealer is in your locality, so that you may see the plant before you buy.

ALAMO ENGINE & SUPPLY CO., Dept. 6 Omaha, Nebraska

DYE & OWENS Transfer Line



Household goods moved promptly, a d transfer work solicited

Dray Phone 54

Residence phone 636 and Blue 574

"TIZ" GLADDENS SORE, TIRED FEET

"TIZ" makes sore, burning, tired feet fairly dance with delight. Away go the aches and pains, the corns, callouses, blisters and bunions.

"TIZ" draws out the acids and poisons that puff up your feet. No matter how hard you work, how long you dance, how far you walk, or how long you remain on your feet, "TIZ" brings restful foot comfort.

"TIZ" is wonderful for tired, aching, swollen, smarting feet. Your feet just tingle for joy; shoes never hurt or seem tight.

Get a 25 cent box of "TIZ" now from any druggist or department store. End foot torture forever—wear smaller shoes, keep your feet fresh, sweet and happy.

Dray Phone 54